

USDA Weekly Retail Turkey Feature Activity

Fri. Oct 21, 2005

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/21 thru 10/27.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	NATIONAL SUMMARY								_	
THIS WE		LAST WEEK		1	Activity Index	: 6 Week Compar	■ Parts ■ Ground ■ Whole			
Feature Rate 1/	46.7% of 16,70 outlets	0 47.8% of outl		10,000						
Special Rate 2/	3.8%	8.9	%							
Activity Index 3/	18,010	15,2	15,280							
	Stores Wtd Av	Stores V	Vtd Avg		_					_
WHOLE BIRDS:								_		_
Fresh - Hens	50 1.19	330	0.85	6,000			_	_		
" - Toms				<u> eve</u>						_
Frozen - Hens	1,180 0.69	630	0.98	activity level	_	9,400	9,540	_		9
" - Toms	1,790 0.68	170	0.64	형 4,000	0	9,4		0		8,770
PARTS:				,,,,,	7,210	2,5	6,720	7,330	7,240	
Breast:					5,400		9	10	6,	6,220
Bone-in, whole				2,000	5,4		_	5,210		
Fresh	150 1.99	270	1.72	2,000				,450		3,020
Frozen	670 1.10	360	1.44		_	290	1,840	2,45	2	9,6
Hotel Style					20	1,29	1,		1,130	
Fresh				0 1	Con 16 00	Sep 23-29	Sep 30-Oct-06	Oct 07-13	Oct 14-20	Oct 21-27
Frozen					Sep 16-22	Sep 23-29	Sep 30-Oct-06	Oct 07-13	Oct 14-20	Oct 21-27
0 111 1										
Split, bone-in										
Split, bone-in Fresh					Linkton Dank F	Danta Antivitus	light			
	2,830 7.89	2,050	5.61		Light vs Dark F	Parts Activity	light dark		ey Activity——93% —	patties breast
Fresh	2,830 7.89 210 3.99	140	5.61 3.99	8,800	Light vs Dark F	Parts Activity	light dark	Ground Turke	ey Activity——93% —	patties breast
Fresh Rotisserie		· '			Light vs Dark F		light dark		ey Activity—93% —	patties — breast
Fresh Rotisserie Boneless, whole	210 3.99	140	3.99			Parts Activity	light dark	3,300	ey Activity—93% —	patties — breast
Fresh Rotisserie Boneless, whole Cutlets	210 3.99 710 4.40	140 2,020	3.99 3.94	8,800	Light vs Dark F		light dark	3,300	<u> </u>	patties — breast
Fresh Rotisserie Boneless, whole Cutlets Strips	210 3.99 710 4.40 330 4.27	140 2,020 710	3.99 3.94 3.99				dark	3,300	,050	patties — breast
Fresh Rotisserie Boneless, whole Cutlets Strips Tenders	210 3.99 710 4.40 330 4.27	140 2,020 710	3.99 3.94 3.99	8,800			dark	3,300	<u> </u>	
Fresh Rotisserie Boneless, whole Cutlets Strips Tenders Drumsticks	210 3.99 710 4.40 330 4.27	140 2,020 710 1,140	3.99 3.94 3.99 3.98	8,800 6,600	7,630		dark	3,300	,050	patties breast
Fresh Rotisserie Boneless, whole Cutlets Strips Tenders Drumsticks Thighs	210 3.99 710 4.40 330 4.27	140 2,020 710 1,140	3.99 3.94 3.99 3.98	8,800 6,600			dark	2,700	,050	2,380
Fresh Rotisserie Boneless, whole Cutlets Strips Tenders Drumsticks Thighs Wings	210 3.99 710 4.40 330 4.27	140 2,020 710 1,140	3.99 3.94 3.99 3.98	8,800 6,600	7,630		dark	2,700	,050	
Fresh Rotisserie Boneless, whole Cutlets Strips Tenders Drumsticks Thighs Wings Necks	210 3.99 710 4.40 330 4.27	140 2,020 710 1,140	3.99 3.94 3.99 3.98	8,800	7,630		dark	2,700	2,550	2,380
Fresh Rotisserie Boneless, whole Cutlets Strips Tenders Drumsticks Thighs Wings Necks Smoked Drumsticks	210 3.99 710 4.40 330 4.27 1,290 4.21	140 2,020 710 1,140 170	3.99 3.94 3.99 3.98 1.79	8,800 6,600	7,630		dark	2,700 2,100 2,040 1,	2,550	2,380
Fresh Rotisserie Boneless, whole Cutlets Strips Tenders Drumsticks Thighs Wings Necks Smoked Drumsticks Smoked Wings	210 3.99 710 4.40 330 4.27 1,290 4.21	140 2,020 710 1,140 170	3.99 3.94 3.99 3.98 1.79	9,600 6,600 4,400	7,630	8,33	dark	2,700 2,100 2,040 1,	2,550 2,180 2,180	1,950 1,270
Fresh Rotisserie Boneless, whole Cutlets Strips Tenders Drumsticks Thighs Wings Necks Smoked Drumsticks Smoked Wings Smoked Necks	210 3.99 710 4.40 330 4.27 1,290 4.21	140 2,020 710 1,140 170 40 10	3.99 3.94 3.99 3.98 1.79 1.62 2.29	8,800 6,600	7,630	8,33	dark	2,700 2,100 2,040 1,500	2,550	1,950 1,270
Fresh Rotisserie Boneless, whole Cutlets Strips Tenders Drumsticks Thighs Wings Necks Smoked Drumsticks Smoked Wings Smoked Necks GROUND TURKEY:	210 3.99 710 4.40 330 4.27 1,290 4.21 30 1.39 8,770 2.37	140 2,020 710 1,140 170 40 10	3.99 3.94 3.99 3.98 1.79 1.62 2.29	9,600 6,600 4,400	7,630 5,640	8,33	dark	2,700 2,100 2,040 1,500 940	2,550 2,180 2,180	1,950 1,270
Fresh Rotisserie Boneless, whole Cutlets Strips Tenders Drumsticks Thighs Wings Necks Smoked Drumsticks Smoked Wings Smoked Necks GROUND TURKEY: Patties	210 3.99 710 4.40 330 4.27 1,290 4.21 30 1.39 8,770 2.37 730 2.27	140 2,020 710 1,140 170 40 10 7,240 680	3.99 3.94 3.99 3.98 1.79 1.62 2.29 2.45 2.62	9,600 6,600 4,400	7,630 5,640	3,440	dark	2,700 2,100 2,040 1,500 940	2,550 2,180 2,180 1,010 1,030	2,380 1,950 1,270
Fresh Rotisserie Boneless, whole Cutlets Strips Tenders Drumsticks Thighs Wings Necks Smoked Drumsticks Smoked Wings Smoked Necks GROUND TURKEY: Patties Sausage	210 3.99 710 4.40 330 4.27 1,290 4.21 30 1.39 8,770 2.37 730 2.27 2,850 2.64	140 2,020 710 1,140 170 40 10 7,240 680 1,660	3.99 3.94 3.99 3.98 1.79 1.62 2.29 2.45 2.62 2.35	9,600 6,600 4,400	7,630 5,640	8,331 3,440	dark	2,700 2,100 2,040 1,500 940	2,550 2,180 2,180 1,010 1,030 560	2,380 1,950 1,270

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

^{1/:} Feature Rate: the amount of sampled stores advertising any reported turkey item during the ad week, expressed as a percentage of the sample.

^{2/:} Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, 30% off all "X" brand turkey, etc.)

^{3/:} Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300).



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Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 10/21 thru 10/27.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	EAS	TERN U.S.		CEN	ITRAL U.S.	WESTERN U.S.			
	(CT,DC,DE,FL,G	A,MA,MD,ME,NC,NH	ł,NJ,	(AL,AR,IA,IL,IN,KS	,KY,LA,MI,MN,MO,N	IS,ND,	(AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
	NY,PA,R	I,SC,VA,VT,WV)		NE, OH, OK,SD,TN,TX,WI) 38.1% of 4,900 sampled outlets 0.7% of stores w/ no-price promotions			59.4% of 3,600 sampled outlets 9.9% of stores w/ no-price promotions		
Feature Rate 1/	46.0% of 8,2	00 sampled outlet	ts						
Special Rate 2/	· ·	// no-price promo							
Activity Index 3/		Index = 9,030		Activity Index = 3,270			Activity Index = 5,710		
,	Price Range	Summary		Price Range	Summary		Price Range Summary		
	(\$/pound)	Stores V	Vtd Avg	(\$/pound)	Stores \	Vtd Avg	(\$/pound)	Stores V	Vtd Avg
WHOLE BIRDS:									
Fresh - Hens	1.19	50	1.19						
" - Toms									
Frozen - Hens	0.49 - 0.98	1,180	0.69	0.69		0.69			
" - Toms	0.49 - 1.29	1,700	0.68	0.59		0.59	0.59	90	0.59
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	140	1.99	1.99	10	1.99			
Frozen	0.99 - 1.49	150	1.41	0.99 - 1.49	370	1.00	0.99 - 1.48	150	1.05
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	6.89 - 7.99	1,240	7.87	4.99 - 7.99	310	7.58	6.99 - 7.99	1,280	7.98
Boneless, whole	3.99	50	3.99				3.99	160	3.99
Cutlets	3.69 - 3.99	190	3.96	4.99	200	4.99	4.29	320	4.29
Strips				3.58	10	3.58	4.29	320	4.29
Tenders	3.29 - 4.53	580	4.00	3.29 - 4.99	220	4.88	2.99 - 4.29	490	4.16
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings	1.39	30	1.39						
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.69	160	2.54	2.50 - 2.89	200	2.83	1.69 - 2.99	370	1.86
Sausage	1.99 - 3.99	1,340	2.87	1.00 - 2.89	510	2.47	2.40 - 2.99	1,000	2.43
85% lean	1.49 - 1.99	1,010	1.51	1.00 - 1.99	830	1.48	1.77	320	1.77
93% lean	1.92 - 2.70	820	2.17	2.08 - 3.19	390	2.36	2.40 - 2.99	1,170	2.42
Breast	3.59 - 3.99	390	3.88	3.99 - 4.99	220	4.93	3.59	40	3.59

Note: See page 1 for explanatory notes.